

POSITION STATEMENT

1. POSITION INFORMATION	
CIVIL SERVICE CLASSIFICATION:	WORKING TITLE:
Staff Services Manager I	Digital Marketing Manager
NAME OF INCUMBENT:	POSITION NUMBER:
	280-314-4800-003
OFFICE/SECTION/UNIT:	SUPERVISOR'S NAME:
Digital Marketing Office	
DIVISION:	SUPERVISOR'S CLASSIFICATION:
Strategic Communications	Staff Services Manager II
BR Public Affairs Branch ANCH:	REVISION DATE:
Public Affairs Branch	4/1/2022
Duties Based on: <input checked="" type="checkbox"/> FT <input type="checkbox"/> PT– Fraction _____ <input type="checkbox"/> INT <input type="checkbox"/> Temporary – _____ hours	
2. REQUIREMENTS OF POSITION	
Check all that apply: <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;"> <input type="checkbox"/> Conflict of Interest Filing (Form 700) Required <input type="checkbox"/> May be Required to Work in Multiple Locations <input type="checkbox"/> Requires DMV Pull Notice <input checked="" type="checkbox"/> Travel May be Required </div> <div style="width: 50%;"> <input type="checkbox"/> Call Center/Counter Environment <input checked="" type="checkbox"/> Requires Fingerprinting & Background Check <input type="checkbox"/> Bilingual Fluency (<i>specify below in Description</i>) <input type="checkbox"/> Other (<i>specify below in Description</i>) </div> </div>	
Description of Position Requirements: (e.g., qualified Veteran, Class C driver's license, bilingual, frequent travel, graveyard/swing shift, etc.) <i>Click here to enter text.</i>	
3. DUTIES AND RESPONSIBILITIES OF POSITION	
Summary Statement: (Briefly describe the position's organizational setting and major functions)	
<p>Under the general direction of the Chief of the Strategic Communications Division, the Staff Services Manager I (SSM I) is responsible for planning, organizing, directing, and evaluating the activities of the Digital Marketing Office. The SSM I provides supervision and guidance to staff responsible for initiating, creating, coordinating, and maintaining digital marketing efforts identified based on department goals, program input, public requests, and legislative mandates.</p> <p>The SSM I works with EDD management in the development and implementation of program-specific digital marketing efforts and provides high-level consultation for the design and development of visual and text-based digital content; leads and manages technological-based communication projects throughout the department; and is fully responsible for timely digital marketing campaigns from concept design to ongoing implementation which includes performance tracking and ensuring on-time deliverables.</p> <p>The SSM I leads the team in the development and articulation of the unit's goals and objectives, and creates an environment for the office that inspires creativity and initiative to be knowledgeable about current marketing techniques and methods.</p>	

The SSM I is expected to demonstrate a positive attitude and a commitment to providing service which is accurate, timely, comprehensive, and exceeds customer expectations.

Requirements for this position include but are not limited to:

- Understanding the theoretical and practical basics of digital marketing.
- Ability to effectively manage time.
- Strong presentation and writing skills.
- Knowledge in key areas of digital marketing (e.g., social media, email, search engine optimization).
- Proven ability to plan, create, and implement a marketing strategy.
- Knowledge and familiarity of current graphic art techniques and trends.

Percentage of Duties	Essential Functions
55%	Directs and evaluates the operation of the Digital Marketing Office. Leads the team in the development and articulation of the unit goals and objectives, assigns workload to appropriate staff, and assists in the prioritization of work. Reviews staff workload to ensure assignments are completed, deadlines are met, and performance goals are achieved. Guides the team to apply the basic principles of digital marketing to create appropriate messaging for target audience using program-specific content and compelling visual assets that can be strategically shared easily and quickly through various digital channels, platforms, and devices. Reviews and approves all messaging and social media copy to ensure adherence to the EDD's writing, branding, and graphic standards. Safeguards the Department's social media sites, digital publications, and mass-email communications.
15%	Provides lead guidance in the development of plans and strategies based on local needs, and fosters relationships that encourage new ideas and feedback. Responsible for collaborating with branch executive management and staff to meet the changing needs of the target market utilizing available resources. Actively partners and collaborates with the Division's Marketing and Brand Management Office, effectively communicates with staff and management at all levels, and exercises great diplomacy when negotiating change and providing guidance.
10%	Develop and enforce digital marketing standards based on best practices and data-driven recommendations in accordance with the <i>Social Media Style Guide</i> and the <i>EDD Brand Manual</i> . Stay current with best practices, strategies, and industry standards in order to champion continuous advancement of the EDD's resources and capabilities.
10%	Recruits and selects staff. Fosters staff development and identifies training resources consistent with departmental guidelines. Approves or denies leave requests, evaluates staff performance, and if warranted, takes disciplinary action as necessary. Participates on task forces, committees, and work groups to enhance EDD programs and services.
Percentage of Duties	Marginal Functions
5%	Represent the Chief of Strategic Communications in their absence, and participates on the PAB executive team as appropriate.
5%	Perform other duties as assigned as appropriate for this classification.
4. WORK ENVIRONMENT <i>(Choose all that apply)</i>	
Standing: Occasionally - activity occurs < 33%	Sitting: Continuously - activity occurs > 66%
Walking: Occasionally - activity occurs < 33%	Temperature: Temperature Controlled Office Environment

Civil Service Classification
Staff Services Manager I

Position Number
280-314-4800-003

Lighting: Artificial Lighting	Pushing/Pulling: Occasionally - activity occurs < 33%	
Lifting: Occasionally - activity occurs < 33%	Bending/Stooping: Occasionally - activity occurs < 33%	
Other: <i>Click here to enter text.</i>		
Type of Environment: <input checked="" type="checkbox"/> High Rise <input checked="" type="checkbox"/> Cubicle <input type="checkbox"/> Warehouse <input type="checkbox"/> Outdoors <input type="checkbox"/> Other:		
Interaction with Customers: <input type="checkbox"/> Required to work in the lobby <input type="checkbox"/> Required to work at a public counter <input checked="" type="checkbox"/> Required to assist customers on the phone <input checked="" type="checkbox"/> Required to assist customers in person <input type="checkbox"/> Other:		
5. SUPERVISION EXERCISED: (List total per each classification of staff)		
Directly – 4 Associate Governmental Program Analysts Directly – 2 Graphic Designers		
6. SIGNATURES		
Employee's Statement: <i>I have reviewed and discussed the duties and responsibilities of this position with my supervisor and have received a copy of the Position Statement.</i>		
Employee's Name:		
Employee's Signature:	Date:	
Supervisor's Statement: <i>I have reviewed the duties and responsibilities of this position and have provided a copy of the Position Statement to the employee.</i>		
Supervisor's Name:		
Supervisor's Signature:	Date:	
7. HRSD USE ONLY		
Personnel Management Group (PMG) Approval		
<input checked="" type="checkbox"/> Duties meet class specification and allocation guidelines.	PMG Analyst Initials	Date Approved
<input type="checkbox"/> Exceptional allocation, STD-625 on file.	dmg	4/6/2022
Reasonable Accommodation Unit use ONLY <i>(completed after appointment, if needed)</i> <i>If a Reasonable Accommodation is necessary, please complete a Request for Reasonable Accommodation (DE 8421) form and submit to Human Resource Services Division (HRSD), Reasonable Accommodation Coordinator.</i> List any Reasonable Accommodations made:		

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Supervisor: After signatures are obtained, make 2 copies:

- Send a copy to HRSD (via your Attendance Clerk) to file in the employee's Official Personnel File (OPF)
- Provide a copy to the employee
- File original in the supervisor's drop file